

Message Text

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PAGE 01 JIDDA 07016 260912Z

17

ACTION NEA-10

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P R 260824Z OCT 76
FM AMEMBASSY JIDDA
TO USDOC WASHDC PRIORITY
INFO AMEMBASSY ABU DHABI
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AMEMBASSY KUWAIT
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AMEMBASSY TEHRAN

UNCLAS JIDDA 7016

E.O. 11652: N/A

TAGS: BEXP, XF

SUBJECT: EDP TECHNICAL SALES SEMINAR

REF: (A) USDOC 18144, (B) JIDDA A-95, (C) STATE 119059,
(D) JIDDA 3950

1. RE PARA 8 REFTTEL. SAUDI COMPUTER CONFERENCE WILL BE HELD IN JIDDA. EDP TECHNICAL SALES SEMINAR GROUP WILL BE PIGGY-BACKING SAUDI CONFERENCE AND NOT VICE VERSA, PLEASE SEE REFAIR A-95.

2. IN DETAILED CONVERSATIONS WITH DR. ABDEL BARR AL GAIN AND DR. AMIN KURDI, ORGANIZERS OF THE SAUDI CONFERENCE, THEY EXPRESSED DELIGHT AT HAVING ABOUT SIX U.S. PARTICIPANTS IN THE CONFERENCE. THERE ARE NO OBJECTIONS TO COMMERCIAL ASPECTS OF U.S. PARTICIPATING COMPANIES AS LONG AS THERE ARE NO SALES PITCHES FROM THE PODIUM AT THE CONFERENCE. SAUDI ORGANIZERS DO NOT WANT U.S. FIRMS TO DOMINATE SINCE THEY MAY BE OTHERS PARTICIPATING. U.S. PARTICIPANTS WILL BE INVITED WITHOUT FEE AT EVENT WHICH WILL TAKE PLACE AT KING ABDUL AZIZ UNIVERSITY.

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PAGE 02 JIDDA 07016 260912Z

3. SAUDI ORGANIZERS DESIRE PARTICIPANTS TO EMPHASIZE

PROFESSIONAL ASPECT IN PRESENTATIONS. EXHIBIT ITEMS WILL BE WELCOME. DR. AL GAIN STATED THAT THEME OF CONFERENCE WILL BE THE ROLE OF COMPUTERS IN A RAPIDLY DEVELOPING ECONOMY, GEARING EDP TO OBJECTIVES.

4. ALL PRESENTATIONS SHOULD BE TRANSLATED INTO ARABIC.

5. WE BELIEVE THAT PROPOSED SUB-THEMES, REF A, ARE EXCELLENT, BUT REITERATE THAT SOME EMPHASIS BE GIVEN IN MAIN THEME TO BROAD THEME OR ROLE OF EDP IN DEVELOPMENT PLANS. THIS WILL GET OPTIMUM RESPONSE. SIMILAR APPROACH BY LEADER OF RECENT U.S. PORT SEMINAR WAS MOST FAVORABLY RECEIVED AND WILL LEAD TO COMMERCIAL INTEREST.

6. PRIOR TO SAUDI CONFERENCE FEBRUARY 22-24, EMBASSY PLANS TO HOLD AT LEAST ONE DAY SEMINAR IN EMBASSY AUDITORIUM, JIDDA, WHICH SEATS 100. THIS CAN BE EXCLUSIVELY TARGETED TO BUSINESSMEN, POSSIBLY ON FEBRUARY 21. ONE AND ONE-HALF DAYS CAN BE SPENT IN RIYADH IN MEETING WITH SAG OFFICIALS DURING DAY, AND PRESENTATIONS IN EARLY EVENING, FEBRUARY 19 AND 20. HOWEVER, ALL OF THE SAUDIS INTERESTED IN EDP ARE EXPECTED BE IN ATTENDANCE AT THE THIRD NATIONAL COMPUTER CONFERENCE IN JIDDA.

7. ALTHOUGH CONFERENCE ORGANIZERS, REF B, CALL FOR ABSTRACTS OF PAPERS BY OCTOBER 31, DR. AL GAIN STATED THERE WOULD BE SOME LEEWAY GIVEN FOR U.S. ABSTRACTS SHOULD NOT EXCEED ONE TYPEWRITTEN PAGE. THE EMBASSY WOULD APPRECIATE RECEIPT AS SOON AS POSSIBLE FOR FORWARDING TO THE SAUDI GROUP.

8. SMALL EXHIBIT ITEMS, POSTERS OR BROCHURES, SHOULD BE SENT TO THE EMBASSY VIA APO IN GOOD TIME. USDOC SHOULD KEEP IN MIND THAT OUR OBJECTIVE IN TAGGING ON TO THIS SAUDI EVENT IS TO TAKE ADVANTAGE OF THE BLUE CHIP TARGET AUDIENCE THAT IT WILL ATTRACT FROM GOVERNMENT CIRCLES, THE PRIME END-USER.

9. SAUDI ORGANIZERS STATE THEY ARE INTERESTED IN SEEING UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 07016 260912Z

REPRESENTATIVES OF NEW U.S. FIRMS NOT ESTABLISHED HERE YET. EMBASSY UNDERSTANDS THAT ELECTRONIC DATA SYSTEMS, DALLAS, TEXAS MAY BE INTERESTED.

10. CONSIDERING THAT WATER RESOURCES TM, TECHNO-SUMMIT SA 1977, AND AUSTRALIAN EXHIBIT WILL ALSO BE HERE IN FEBRUARY, SINGLE ACCOMMODATIONS MAY NOT BE POSSIBLE. WILL ADVISE HOTEL RESERVATIONS ASAP.

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